

## Online Business Behaviour

### Check List

Find a platform  
that works



What are consumers looking for before they purchase online? And how should business owners behave in order to gain trust, make a successful sale and maintain client retention?

<p>What are clients looking for before making a purchase online?</p>	<p>How should you behave and what steps are required to be taken?</p>
<p><b>Social Proof – How popular is your business on social media</b></p>	<p><b>Be active on social media platforms and make sure your social accounts are up to date! Use the Facebook scheduling option to stay up to date.</b></p>
<p><b>Brand Popularity – How popular is your brand. How many likes or followers are on your page?</b></p>	<p><b>Create a social posting strategy. Don't just post random content. Post daily and engage your followers with your posts.</b></p> <p><b>Use video to gain increase engagement and look into paid advertising!</b></p> <p><i>Get your fb Page</i></p> 

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<p><b>Authenticity – How real are you as a business as well as the people behind the business?</b></p>	<p>Be real. Follow up with paying clients. Provide them with exclusive deals and offers if possible. Be real on your social accounts. So a personality of compassion and a genuine need to want to help others is visible in your work ethic.</p>
<p><b>Honest Reviews</b></p> 	<p>Prospectives receive information about your business, by looking for reviews made by your clients. This is to know if it is worth their, effort and money to get involved with your business. So if you treat all clients well, respond in time and in a friendly manner, then you are sure to receive positive reviews which is a major draw card to gain more clients.</p>
<p><b>Trustable partnership?</b></p>	<p>The client wants to know that their money is in safe hands and that they will get what they pay for. So all the above factors are all matters of trust and popularity because a whole lot of people cannot be wrong... Respond to clients in an honest manner. Always</p>
<p><small>marutimedia.co.za</small></p>  <p><b>WEB DESIGN FOR SMART BUSINESS</b></p>	<p>In this age a website is not a luxury that only the top businesses have. It is a need for online business to prosper. If you don't have a website, or your site is created on a free platform, then you are telling your clients that you do not have money to build a proper website and if you don't have</p>

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How easy to use and customer friendly is your website?

money, it means your business is not as successful as you claim it to be, which means that perhaps your services aren't that great after all.

Make sure you have a compelling website which is easy to navigate and displays your business goals, services, accomplishments and pricing clearly.

Did you have most green ticks on each of the above boxes? Are you running your business online in the manner that is suitable for clients to support the business? I hope so, if not, write to us on [Facebook Messenger](#) and let's see how we can help grow your business. Also, gain access to our awesome free eBook, "5 steps to growing your online presence" by checking out our website [www.marutimedia.co.za](http://www.marutimedia.co.za) and subscribing to our updates.

*Cheers and Best of wishes for your business!*

— *Maruti Media*

